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EXAMINER
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ART UNIT	PAPER NUMBER
3625	

DATE MAILED: 01/21/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) FROM
THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed
  after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any
  earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>03 November 2003</u>.

2a)☐ This action is **FINAL**.   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is
closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) <u>80-93</u> is/are pending in the application.

     4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) <u>80-93</u> is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

     Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

     Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. §§ 119 and 120

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

     a)☐ All b)☐ Some * c)☐ None of:

        1.☐ Certified copies of the priority documents have been received.

        2.☐ Certified copies of the priority documents have been received in Application No. _____.

        3.☐ Copies of the certified copies of the priority documents have been received in this National Stage
application from the International Bureau (PCT Rule 17.2(a)).

     * See the attached detailed Office action for a list of the certified copies not received.

13)☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application)
since a specific reference was included in the first sentence of the specification or in an Application Data Sheet.
37 CFR 1.78.

     a) ☐ The translation of the foreign language provisional application has been received.

14)☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121 since a specific
reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)   4)☐ Interview Summary (PTO-413) Paper No(s). _____.

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)   5)☐ Notice of Informal Patent Application (PTO-152)

3)☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) _____.   6)☐ Other: _____.

DETAILED ACTION

1. This Office Action is the answer to the RCE request received on 11/03/2003, which paper has been placed of record.

2. Claims **80-93** are pending in this application.

Response:

3. New grounds of rejections on 35 USC 103(a) are applied for the pending claims 80-93 in this RCE; therefore, previous arguments are moot.

Specification

4. A new title is required that is clearly indicative of the invention to which the claims are directed. The following title is suggested: A method for e-mail invoked electronic commerce.

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office Action:

(a)
A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

(b)
6. Claims **80-86, 88-92** are rejected under 35 U.S.C. § 103(a) as being unpatentable over **Stein** et al. (US Pat. 6,246,996).

The examiner submits that besides old and well-known claimed limitations, the only "arguable" limitation in independent claims describing: sending a message to a server, that server would forward said message comprising a computer address, then

accessing that address. This limitation has been done in computer processing,

because instead of putting a URL (a computer address) in an email, a user can type

that address in "GO TO" block on a Netscape website to access that same address OR

the same method has been INHERENTLY DONE by any computer server. Such claims'

limitations have been widely used in Internet accessing, and those Internet widely used

features are very convenient for a user because it directly let a user immediately

access wanted computer's sites. (Another example is a server letting a user accesses

to its site, then inside the server there is an icon/address that matches the user's need,

then the user only need to "click" to activate said wanted computer icon/address).

A. As to claim **80**: **Stein** et al. teach a method for conducting electronic transactions

over a network, comprising:

at a *merchant computer,*

     sending, to a consumer computer, an electronic mail message associated with

an electronic transaction, the electronic mail message including a link to a consumer

information server (a structural communication between a seller (ref.28) and an Internet

server (ref.12), see **Stein**, Fig. 7);

at the *consumer information server (e.g., an Internet server)*

     receiving, from the consumer computer, a connection request based on the link,

sending, to the consumer computer, a request for registration information (a structural

communication between a buyer (ref.28) and an Internet server (ref.12), see **Stein**,

Fig. 8);

receiving, from the buyer/consumer, registration information in response to the request, the registration information including a consumer identification number, (a structural communication between a seller (ref.28) and an Internet server (ref.12), see **Stein**, Fig. 8);

Above limitations are merely structural connections between 2 parties, and a middle-man (a server) that teach the claimed steps of claim 80. This is old and well-known interactions in Internet for communication purpose between different parties.

Buyer's computer (see **Stein** Fig.1, ref.20) often stores or prints out a registration information page as evident of a transaction that could be used later.

It would have been obvious to one of ordinary skill in the art to practice Stein et al.'s patent because artisans already recognize that both a consumer and a merchant need to create and store registration information of a customer to distinguish one customer from another and also for future identification and communication purposes; moreover the subject matter of this claim is merely a broad communication between different parties on the Internet, it is old and well-known.

B. As to claim 81: The rationales and reference for rejection of claim 80 are incorporated.

Stein et al. teach a method for conducting electronic transactions over a network through email messages, wherein the e-mail message can includes different kinds of

information, including information about a transaction.

It would be obvious to one of ordinary skill in the art that it is old and well-known that an e-mail message can include many different kinds of information including "purchase information associated with an electronic transaction"; moreover, this particular kind of information is classified as non-functional descriptive material that do not contribute to a patentability of the subject matter of communications in the Internet.

C. As to claim 82: The rationales and references for rejection of claim 81 are incorporated.

Stein et al. teach a method for conducting electronic transactions over a network, wherein electronic communications include email communication; having different kinds of information.

It would be obvious to one of ordinary skill in the art that it is old and well-known that purchase information can include many different information including "a merchant computer uniform resource locator(URL)"; furthermore, artisans recognize that a computer address (an URL) is necessary to identify who sell/have a particular product (e.g., the use of cookie or banner that corresponding to an URL); this particular kind of information is classified as non-functional descriptive material that do not contribute to a patentability of the subject matter of communications in the Internet.

D. As to claim 83: The rationales and references for rejection of claim 80 are incorporated.

Stein et al. teach a method for conducting electronic transactions over a network; the examiner submits that an e-mail message inherently <u>includes a connection software/instructions to generate a connection request</u> on a consumer computer (e.g., The most common purpose for computer spamming is advertising. Goods commonly advertised in spam include pornography, computer software .etc.).

It would be obvious to one of ordinary skill in the art that it is old and well-known that an e-mail message may include many different kinds of information including "a connection software for a connection request" (e.g., a cookie or a computer link, if a user click that, the embedded software would be executed) for an email reader's convenience.

<u>E. As to claim 84:</u> The rationales and references for rejection of claim 80 are incorporated.

Stein et al. teach a method for conducting electronic transactions over a network; the examiner submits that a compute link often includes an Internet address/URL address of a particular server.

It would be obvious to one of ordinary skill in the art that it is old and well-known that a link in an e-mail can include many different kinds of information including "an Internet address/URL of a server". Artisans would recognize that including a "link" to another computer address is very convenient to a computer user because the "link" is in the message, a reader only needs to click that link (e.g., time saving for typing,

avoiding typo errors .etc.).

F. As to claim **85:** The rationales and references for rejection of claim 84 are incorporated.

Stein et al. teach a method for conducting electronic transactions over a network, wherein the connection request includes the Internet address of the consumer information server.

It would be obvious to one of ordinary skill in the art that it is old and well-known that an access request includes an URL address for completeness.

G. As to claim **86:** The rationales and references for rejection of claim 80 are incorporated.

The examiner submits that it is old and well-known that the registration information can includes a consumer electronic mail address, because using an e-mail address for communication is fast, accurate (if a consumer email address is already stored), and mass mailing e-mail is possible.

H. As to claim **88:** The rationales and references for rejection of claim 87 are incorporated.

Stein et al. teach a method for conducting electronic transactions over a network, wherein the e-mail message can includes different kinds of information.

It would be obvious to one of ordinary skill in the art that it is old and well-known that registration information can include many different information including

registration information; moreover, artisans recognize that a register information may include consumer's payment info. (such as payment made by a credit card or a payment make by a personal check); this particular kind of information is classified as non-functional descriptive material that do not contribute to a patentability of the subject matter of communications about a transaction in the Internet.

I. As to claim **89**: The rationales and references for rejection of claim 88 are incorporated.

Stein et al. teach a method for conducting electronic transactions over a network, wherein the e-mail message can includes different kinds of information.

It would be obvious to one of ordinary skill in the art that it is old and well-known that registration information can include many different information including a consumer shipping address (a Internet merchant must ask this question for delivery purpose).

J. As to claim **90**: The rationales and references for rejection of claim 89 are incorporated.

Stein et al. teach a method for conducting electronic transactions over a network.

It would be obvious to one of ordinary skill in the art that it is old and well-known that an email message can include many different kinds of information including a message that "a registration information includes a consumer shipping method";

furthermore, artisans recognize that in an email response, it is necessary to clearly state/"mark"/"select" a shipping option (although this kink of question may be asked in registration stage or before checking out, it is clear that a merchant includes this kind of question - See legal precedents cited in "Rearrangement of Parts" in MPEP 2144.04, e.g., by UPS ground, or by air using Fed. Express as shipping options).

K. As to claim **91**: The rationales and references for rejection of claim 80 are incorporated.

Stein et al. teach a method for conducting electronic transactions over a network,

The examiner submits that checking the registration information for errors (e.g., not including an email address .etc.); and sending a computer cookie to the consumer computer for a response are old and well-known (e.g., a cookie of HP would be sent via the Internet to a user working on an HP-made computer).

It would be obvious to one of ordinary skill in the art that Stein teaches receiving a consumer's registration, verify it, and if everything in order, sending back a cookie that a user can click it to make a connection; furthermore, because a cookie can hold enough necessary information, artisans recognize that using it is very convenient for communicating with customers this way.

L. As to claim **92**: The rationales and references for rejection of claim 80 are incorporated.

Stein et al. teach a method for conducting electronic transactions over a network, wherein further comprising;

sending an electronic mail message to the consumer computer.

It would be obvious to one of ordinary skill in the art that Stein's structural configuration would include many different kinds of information including a message that "indicating a registration information was stored" (this information is the most updated information provided by a customer, therefore, it is critical to a merchant for further communication with that customer); furthermore, artisans recognize that an email response to tell about a registration status is necessary to acknowledge a user.

7. As to claim 87: It is rejected under 35 U.S.C. § 103(a) as being unpatentable over **Stein** et al. (US Pat. 6,246,996), in view of Wiser et al. (US Pat. 6,385,596). The rationales and references for rejection of claim 86 are incorporated.

Stein et al. teach a method for conducting electronic transactions over a network, using registration information.

Stein et al. do not disclose that information includes a consumer passphrase

However, Wiser et al. teach a consumer passphrase (see **Wiser** et al., Detailed Description Text (141):

'When a received media data file 200 is to be played back 964 (either immediately or at a later time), the consumer's passphrase is entered. The media player 116 extracts the encrypted registration key 420 from the passport 400 and decrypts it with the

passphrase. The media player 116 then extracts the encrypted private key 412 from the passport 400 and decrypts it with the registration key 420. The media player 116 then decrypts the media key with the consumer's private key 412. Finally, the media key is then used to decrypt the audio image 208 in real-time as the media is played".

It would have been obvious to one of ordinary skill in the art to combine Stein et al. and Wiser et al. because a specific consumer information such as a selected passphrase would increases a flexible option and security to an Internet transaction.

8. As to claim 93: It is rejected under 35 U.S.C. § 103(a) as being unpatentable over **Stein** et al. (US Pat. 6,246,996), in view of Wiser et al. (US Pat. 6,385,596), and further in view of the Official Notice.

All the limitations of this claim are already analyzed, and are rejected with the rationales and references set forth in claims 80, 87, and 92, as shown above.

It would be obvious to one of ordinary skill in the art that the combination of Stein's structural configuration, Wiser's system, and the official Notice teach about a interactive, and secured email communication as claimed since cited references are in the same field of endeavor that would be known by artisans.

Conclusion

9. Claims **80- 93** are not patentable.

10 These cited references are considered pertinent to pending claims' limitations:

- **Furst**; Merrick L. (US Pat. 6,297,819 – 10/02/2001), Parallel web sites (US-CL-CURRENT: 345/733; 345/804, 709/203, 715/501.1, 715/513

Systems, methods, and apparatus (including computer program apparatus) for a browser-aware application delivery system. The System provides World Wide Web browser extensions based on server processes rather than on plug-in program modules loaded and installed on a user's machine. The system operates like a monitor for a user while the user is browsing the web, and enables the user to obtain and interact with context-sensitive services and information based on the user's browsing activity. The system allows the user to add application tools, which are implemented on servers separate from the user's computer.

Third parties can easily add tools to the system by registering application services with the system.

- **Kappel**, (US-PAT-NO: 6,144,988 - 11/07/2000), Computer system and method for securely formatting and mapping data for internet web sites, wherein a computer system is provided for processing data for an internet web site. The web site is run by a web server that includes a server interface and a processing servlet. The processing servlet is programmed to accept a message including user data from a user of the internet web site. The user data is then mapped from a native format to a universal format. The computer system further includes a remote server that is connected to the

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web server by the internet. The remote server is programmed to receive the universal

format user data. It also processes the universal format user data to produce final

universal format user data which may include standardized user data and additional

data which is then sent over the internet to the processing servlet. The processing

servlet is further programmed to analyze the final universal format user data and map

the final universal format user data to final native format user data. The processing

servlet then sends the final native format user data to the server interface. The server

interface then sends next page data to the processing servlet. The processing servlet

then returns the next page data to the user's browser. The processing servlet and the

remote server are each programmed to perform all of the above steps in real-time.

- **Hartman** et al. (US Pat. **5,960,411** with a filing date of 9/12/1997) disclose a

method for placing an order to purchase an item via the Internet. The **order is placed**

by a purchaser at a client system and **received by a server** system. The server

system **receives purchaser information including identification of the purchaser,**

payment information, and shipment information from the client system. The server

system then assigns a client identifier to the client system and associates the assigned

client identifier with the received purchaser information. The server system **sends to**

the client system the assigned client identifier and an HTML document identifying the

item and including an order button. The client system receives and stores the assigned

client identifier and receives and displays the HTML document. In response to the

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selection of the order button, the client system sends to the server system a request to purchase the identified item. The server system receives the request and combines the purchaser information associated with the client identifier of the client system to generate an order to purchase the item in accordance with the **billing and shipment information** whereby the purchaser effects the ordering of the product by selection of the order button.

-       **Conklin et al.** (US Pat. **6,141,653** with priority date of 11/16/98 – publishing date: 10/31/00) disclose a system for iterative, multivariate negotiations over a network wherein a multivariate negotiations engine for iterative bargaining which enables a sponsor to create and administer a community between participants such as buyers and sellers having similar interests; allows a buyer/participant to search and evaluate seller information, propose and negotiate orders and counteroffers that include all desired terms, request sample quantities, and track activity; allows a seller/participant to use remote authoring templates to create a complete Website for immediate integration and activation in the community, to evaluate proposed buyer orders and counteroffers, and to negotiate multiple variables such as prices, terms, conditions etc., iteratively with a buyer. The system provides secure databases, search engines, and other tools for use by the sponsor, which enable the sponsor to define the terms of community participation, establish standards, help promote the visibility of participating companies, monitor activity, collect fees, and promote successes. All this is done

through a multivariate negotiations engine system operated at the system provider's Internet site, thus requiring no additional software at the sponsors', or participant sellers', or buyer's sites. This also allows buyers and sellers to use and negotiate payment options and methods that are accepted internationally. The system maintains internal databases that contain the history of all transactions in each community, so that sponsors, buyers and sellers may retrieve appropriate records to document each stage of interaction and negotiation. Documents are created by the system during the negotiation process.

- **Breed et al.** (US Pat. 6,067,528 - May 23, 2000) disclose a confidential market making system wherein a system for allowing users to present themselves to an on-line market with a number of information "veils" which, upon removal, reveal increasing levels of confidential information relating to the business being sold (if a seller) or sought (if a buyer). As prospective buyers (or sellers) consider entering into negotiations with prospective sellers (or buyers), the parties remove the veils one at a time, sequentially affording each complete control over the rate, quantity, and nature of information revealed to the other. The communications are specific between two parties and either party can terminate the communication at any point in the process. Each step is controlled by the user, but executed through the central CBeX System. All veil information concerning system users is directly loaded by the users into the system.

- **Barnes et al.** (US Pat. 5,970,475 - October 19, 1999) disclose an electronic

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procurement system and a method for trading partners wherein an Electronic Commerce system enables corporate purchasers and suppliers to electronically transact for the purchase and supply of goods/services. The system includes three major hardware and software components: buyer, supplier and bank/administration. To enable suppliers to supply goods and services online and process electronic orders, several software components are used for operating a supplier processor server and a supplier catalog server. To enable corporate purchasers to purchase products and services online, preferably over the Internet, from suppliers, software is used for operating a customer server to which multiple users may log-on and access the supplier server. An Automated Clearing House (ACH) server may be used to interface with a bank's (ACH) systems. A service bureau that supplies the hardware and/or software components and assists to administer the system includes a transaction counter, which records transactions and charges the buyers and/or suppliers based on the number of purchase orders and/or invoices issued. Although the present invention has been described in relation to particular embodiments thereof, many other variations, modifications and other uses will become apparent in those skilled in the art. It is preferred that the present intention be limited not by the specific disclosure herein, but by the scope of the appended claims.

-       **Boesch** et al., (US Pat. 6,092,053 – 7/18/2000) disclose a system and a method for merchant invoked electronic commerce; wherein a system and method for merchant

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invoked electronic commerce allowing consumers to purchase items over a network and merchants to receive payment information relating to the purchases. The system includes a server having software which gathers the purchasing information from a consumer to complete a purchasing transaction over a network. The system has a consumer data structure that stores purchasing information for registered consumers. The software is able to access the consumer data structure and enter the consumer's purchasing information during subsequent purchases. Having the software obtain and enter the consumer's purchasing information, the consumer does not have to enter the same information every time they purchase an item over the network. In alternate embodiments, the same technology can be applied to other arenas where a user may have to enter the same repetitive information.

- **Sloo,** (US Pat. 5,668,953 - 9/16/1997) discloses a method and an apparatus for handling a complaint; wherein a method for handling a complaint and associated response in a computer by way of a telecommunications network is provided. The complaint handling method includes the steps of receiving a complaint, notifying the subject of the complaint, receiving a response to the complaint from the subject, and storing the complaint and associated response on a publicly accessible computer bulletin board.

- **Kramer** (US Pat. 6,002,767 – 12/14/1999) discloses a system, a method, and an article of manufacture for a modular gateway; wherein, a Secure transmission of data is

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provided between a plurality of computer systems over a public communication system, such as the Internet. Secure transmission of data is provided from a customer computer system to a merchant computer system, and for the further secure transmission of payment information regarding a payment instrument from the merchant computer system to a payment gateway computer system. The payment gateway system evaluates the payment information and returns a level of authorization of credit via a secure transmission to the merchant which is communicated to the customer by the merchant. The merchant can then determine whether to accept the payment instrument tendered or deny credit and require another payment instrument. An architecture that provides support for additional message types that are value-added extensions to the SET protocol is provided by a preferred embodiment of the invention. A server communicating bi-directional with a gateway is disclosed. The server communicates to the gateway over a first communication link, over which all service requests are initiated by the server. The gateway uses a second communication link to send service signals to the server. In response to the service signals, the server initiates transactions to the gateway or presents information on an a display device.

-    **Perkowski** (US Pat. 5,950,173 – 9/07/1999) discloses a system and a method for delivering consumer product related information to consumers within retail environments using Internet-based information servers and sales agents wherein, a system and method are disclosed for finding and serving consumer product-related information over the Internet to consumers in retail shopping environments, as well as

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at home and work, and on the road. The system includes Internet information servers

which store information pertaining to Universal Product Number (e.g. UPC number)

preassigned to each consumer product registered with the system, along with a list of

Uniform Resource Locators (URLs) that point to the location of one or more information

resources on the Internet, e.g. World Wide Web-sites, which related to such registered

consumer products. Upon entering the UPC number into the system using a

conventional Internet browser program running on any computing platform or system,

the menu of URLs associated with the entered UPC number is automatically displayed

for user selection. The displayed menus of URLs are categorically arranged according

to specific types of product information such as, for example: product specifications and

operation manuals; product wholesalers and retailers; product advertisements and

promotions; product endorsements; product updates and reviews; product

warranty/servicing; related or complementary products; product incentives including

rebates, discounts and/or coupons; manufacturer's annual report and 10K information;

electronic stock purchase; etc. Web-based techniques are disclosed for collecting the

UPC/URL information from manufacturers and transmitting the same to the Internet-

based databases of the system.

-      **Mital (US Pat. 5,903,652 – 5/11/1999) discloses a system and an apparatus for

monitoring secure information in a computer network; wherein, a secure transaction

system apparatus and method provide for the auditing of secure messages in a

computer network. The secure transaction system includes an electronic commerce

service which is in communication with multiple consumer computers and multiple

merchant computers. The consumer computers initiate consumer transactions between

the consumer computers and the merchant computers. Each consumer transaction can

include different items, different merchants, different shipping methods and different

payment instructions. An order object within the consumer computer stores summaries

about the different items, the different merchants, the different shipping methods and

different payment instructions during creation of each commercial transaction. While

generating transaction data, the consumer computer also generates related audit data.

The consumer computers encrypt the transaction data and the audit data into different

encryption formats and send the encrypted transaction data and the encrypted audit

data to the electronic commerce service. The electronic commerce service decrypts the

audit data and stores copies of the encrypted transaction data. The electronic

commerce service also routes the encrypted transaction data to the merchant

computers. The merchant computers decrypt the encrypted transaction data and

complete the desired commercial transaction. Thus, the electronic commerce service

can audit secure transactions while maintaining confidentiality.

-     **Moen et al.** (US Pat. 5,864,604 – 1/26/1999) disclose a method of providing

message service for limited access telecommunications; wherein, the present invention

is directed to a method of operating a telecommunications system for providing a

message service to a plurality of end users. Existing telecommunications lines in

conjunction with a telecommunications network system such as the Internet, Intranet,

Extranet or similar environment is utilized. A computerized system can be used to establish a billing system for sponsors and to form an account for each sponsor purchasing subsequent usage relating to a site address. The method also includes distributing a user unit to each of a plurality of end users for accessing the site address. Each user unit is given the site address, and at least one unique personal identification number. In connection with said billing system, the computerized system is programmed to permit a call of a preset message limit to be made by each end user to the site address provided. This is based on the distributed user unit and accessed only by the unique personal identification number provided to the end user. In response to an end user accessing the site address, a predetermined message is provided in accordance with the preset message limit. The messages record of each consumed user unit is captured by the computerized system and can be used by the sponsor for database marketing. The session is terminated and an appropriate amount is charged to the account of the sponsor.

-       **Teper et al.** (US Pat. 5,815,665 – 9/29/1998) disclose a system and a method for providing trusted brokering services over a distributed network; wherein, an Online Brokering Service provides user authentication and billing services to allow users to anonymously and securely purchase online services from Service Providers (SP) sites (e.g., World Wide Web sites) over a distributed public network, which may be an untrusted public network such as the Internet. Users and SP sites initially register with the Brokering Service, and are provided with respective client and server software

components for using the Brokering Service. In one embodiment, when a user initially connects to an SP site, the SP site transmits a challenge message over the public network to the user computer, and the user computer generates and returns and cryptographic response message (preferably generated using a password of the user). The SP site then passes the response message to the Brokering Service, which in-turn looks up the user's password and authenticates the response message. If the response message is authentic, the Online Brokering Service transmits an anonymous ID to the SP site, which can be used for subsequently billing the user. In addition, the Online Brokering Service transmits user-specific access rights data to the SP site, allowing the SP site to customize its services for the particular user. Billing events generated by the SP sites are transmitted to the Brokering Service, which maintains a user-viewable bill that shows all charges from all SP sites accessed by the user. Advantageously, the payment information (e.g., credit card number) and other personal information of users are not exposed to the SP sites, and are not transmitted over the distributed network. **Shane** ,US Pat. 5,793,972 8/11/1998 System and method for providing an interactive response to direct mail by creating personalized web page based on URL provided on mail piece; wherein a system for providing an interactive response to direct mail programs comprises a recipient database, a mail generator, and a web server computer operationally connected through the Internet to remote computers accessible by direct mail recipients. The recipient database stores data records containing addressing information such as the name, mail, fax or e-mail address, and a unique personal

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identification code for each direct mail recipient. The mail generator retrieves recipient

data from the database and generates a multiplicity of direct mail pieces each

displaying the name, address, and a uniform resource locator containing the personal

identification code for one recipient. A responding recipient accesses the web server

computer by entering the uniform resource locator displayed on the direct mail piece

into a web browser on a remote computer. The web server computer retrieves recipient

data from the recipient database correlated to the personal identification code

contained in the uniform resource locator and uses this recipient data to create a

unique interactive web page.

11. Note:

passphrase <operating system> A string of words and characters that you

type in to authenticate yourself. Passphrases differ from

passwords only in length. Passwords are usually short - six

to ten characters. Passphrases are usually much longer - up

to 100 characters or more. Their greater length makes

passphrases more secure. Modern passphrases were invented by

Sigmund N. Porter in 1982.

Phil Zimmermann's popular encryption program PGP, for

example, requires you to make up a passphrase that you then

must enter whenever you sign or decrypt messages.

Cookie

A cookie is a file sent to a web browser by a web server that is used to record one's

activities on a website. For instance, when you buy items from a site and place them in

a so-called virtual shopping cart, that information is stored in the cookie. When

the browser requests additional files, the cookie information is sent back to the

server. Cookies can remember other kinds of personal information, such as your

password, so you don't have to re-enter it each time you visit the site; and your

preferences, so the next time you return to a site, you can be presented with

customized information. Some people regard cookies as an invasion of privacy; others

think they are a harmless way to make websites more personal. Most cookies have an

expiration date and either reside in your computer's memory until you close your

browser or saved to your hard drive. By the way, cookies cannot read

information stored in your computer. You can use a text editor to view cookie

files. For Windows users of Netscape Navigator, the file is called cookies.txt and

is located in the same folder as Netscape. Macintosh users can find it in the Netscape

each cookie and stores them in folders named Cookies or Temporary Internet Files.

12.   Any inquiry concerning this communication or earlier communications from the

examiner should be directed to CUONG H. NGUYEN whose telephone number is 703-

305-4553. The examiner can normally be reached on 7 am - 330 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, VINCENT A. MILLIN can be reached on 703-308-1065. The fax phone

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number for the organization where this application or proceeding is assigned is 703-305-7687.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-308-1113.

CHN
Cuonghnguyen

CUONG H. NGUYEN
Primary Examiner
Art Unit 3625